



Wayside Exhibit Costs

The following information is intended to assist in estimating the cost of planning, designing, and fabricating wayside exhibits. The accuracy of such projections depends largely on the extent of the information available about the proposed waysides. Given the many variables involved (size, materials, content development, etc.) making long-range estimates is very difficult. When little or no information about the proposed exhibits is known, it is recommended that a cost of \$7,000 per exhibit be used to prepare budget proposals. This figure (and all other prices indicated below) is a net calculation, and does not include any applicable overhead costs.

Planning

The cost of planning a wayside exhibit ranges between \$500 and \$1000 per exhibit panel, depending on the complexity of the exhibit's content and the extent of the planning services desired. Full planning services typically include travel to a park, selection of exhibit locations, determination of the interpretive intent of each exhibit, and production of a document describing the proposed exhibits and outlining the project's budget and schedule. Upon approval of the proposal, other services include subject matter research, oversight of the acquisition of the exhibit's graphic content (photographs, illustrations, maps, etc.), preparation of exhibit text, production of a document depicting the content and appearance of each exhibit being developed, and coordination of the review and revision of the plan prior to exhibit fabrication.

Design and Pre-production

The cost of designing a wayside exhibit ranges between \$1,000 and \$1,750 per exhibit panel, depending on the complexity of the exhibit's content and the extent of the design services desired. Full design services typically include the development of a full-color graphic layout of each exhibit reflecting its content and appearance for review by park management. Upon approval of the design, other services include oversight of the acquisition of the exhibits graphic content (photographs, illustrations, maps, etc.), and preparation of electronic files and specifications to direct the imaging of each exhibit panel.

Art and Maps

Prices and time can increase dramatically if original illustrations (art) or complex maps are needed.

Production

The actual fabrication of wayside exhibit panels and bases is accomplished by commercial vendors under the supervision of HFC production specialists. The amounts listed below are the prices that these vendors charge for typical panels and standard bases. The cost of HFC oversight (usually 10% of the contractors' cost) is not included in the prices listed. Oversight services include management of a project through the procurement process, supervision of the fabrication effort, review of the finished exhibits, and coordination of their delivery.

	Panel ¹			Base ²
	Fiberglass ³	Porcelain Enamel	Digital Prints ⁴	
36 x 24 (low profile)	\$2,200	\$2,300	\$425	\$600
42 x 24 (low profile)	\$2,400	\$2,500	\$500	\$600
36 x 48 (upright)	\$3,000	\$3,200	\$850	\$800
5.5 x 11.5 (trailside)	\$600	\$700	\$150	\$150

¹ Prices assume the provision of computerized files to the production vendor.

² Base prices are for standard NPS hardware intended for in-ground mounting. Custom mounting costs may be higher. Installation of exhibit bases is typically accomplished by the park with technical assistance from HFC.

³ Prices for fiberglass panels are for 15 screen prints, two embedded in fiberglass. Unit price therefore depends on the number of prints that are eventually used. Replacements are provided (usually at no cost) by HFC.

⁴ Prices for a digitally imaged wayside are for a single-sided panel.